

## **Psssst... Want an Amazing Cover Letter For *Your* Job Search? Use this secret**

2008 Copyright, Written By Jimmy Sweeney

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Download Jimmy Sweeney's Cover Letter resource once here: <http://www.coverlettercentral.com>.

Everyone loves a secret! It promises suspense, surprise, and serendipity. Secrets get our attention — and hold it. Use this top secret when crafting your next cover letter and you've got something powerful working for you right off the bat. Your credentials are important, of course. Your past experience matters. Your ability to do the job is crucial.

BUT employers will never find out any of these details unless you grab them from the start of your cover letter with a 'killer headline' that compels them to read right to the end.

### **How can one small secret separate your cover letter from the others?**

Because most job-hunters don't know about it. They focus on a list of boring qualifications instead of tweaking the hiring manager's curiosity with a bold headline at the top the cover letter. So why wait another minute? Create a fabulous headline now and then follow it with a great cover letter.

What happens if you ignore this important secret? Your cover letter may become lunch to the ever-hungry paper shredder because it failed to attract attention at first glance! But you can avoid this result by creating a *hot headline* that will give your cover letter the attention it deserves. To land the interview *start* with a smashing headline.

Have I caught your interest? I hope so. Here's what to do. Just above the greeting in your cover letter (Dear Mrs. Smith), place your 'killer' headline in **bold-face** print and center it on the page. (Two lines maximum).

Here are THREE examples of cover letter headlines that will get you noticed right away.

**READ ON to find out why I'm an excellent match for the position of [Insert job opening title here].**

**I would love the opportunity to be interviewed for the position of [Insert job opening title here]. I believe I'm a great fit for this particular job.**

**[Insert company name here] is at the top of the list of companies I'd love to work for. Please consider interviewing me for the position of [Insert job opening title here]. I'm highly-qualified and motivated.**

How can an employer refuse such a bold invitation! He or she will be curious, eager, and excited to meet you and talk over the job-opening. Remember, headlines grab our attention. We all scan magazines and newspapers looking for an inviting headline to sustain our interest. Write a compelling headline for your next cover letter and you're putting to use a proven, powerful marketing strategy that won't be ignored.

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Jimmy Sweeney is the president of CareerJimmy and author of several career related books and writes a monthly article titled, "Job Search Secrets. In just 3½ minutes you will have an amazing cover letter guaranteed to cut through YOUR competition like a hot knife through butter!" Download your resource for "instant cover letters" at the CoverLetterCentral.com website; <http://www.coverlettercentral.com>.

